In the Claims:

Please amend claims 14, 21, and 26. Please add new claims 30-36. The claims are as follows:

1. (Original) A method for suiting a presentation of information to the personality type of a user of the information, comprising the steps of:

logging occurrences of events that are implicitly relevant to deducing a value of a variable of a personality type indicator associated with the user;

deducing the value of the variable of the personality type indicator from the logged occurrences of events; and

customizing a presentation of information to the user according to the value of the variable of the personality type indicator.

2. (Original) The method of claim 1, wherein the presentation of information is delivered from a server to the user by Internet.

3-10. (Canceled)

11. (Previously presented) A method for monitoring a session over the Internet between a user and a server:

observing events over the Internet that the user participates in during the session, said

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events being related to a plurality of personality type variables pertaining to the user; and

recording a specific value of a personality type variable of the plurality of personality type variables for each event of said events in a log that is associated with the specific value of the personality type variable, resulting in a set of logs comprising a separate log for each specific value of the personality type variable.

12. (Previously presented) The method of claim 11, said method further comprising deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

13. (Previously presented) The method of claim 12, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

14. (Currently amended) The method of claim 12, said method further comprising:

generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and

storing the user record in the server ~~or outside of the server~~.

15. (Previously presented) The method of claim 14, said method further comprising:

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retrieving the user record associated with the user; and

customizing a content or style of information adapted to be presented to the user; said

customizing comprising utilizing the personality type indicator that is in the user record.

16. (Previously presented) The method of claim 15, said observing, recording, deducing,

generating, storing, and customizing being performed by programmable instructions executing on

the server.

17. (Previously presented) The method of claim 16, said observing, recording, deducing,

generating, storing, and customizing being performed during the session by the programmable

instructions executing on the server.

18. (Previously presented) A system comprising a server, said server adapted to execute

programmable instructions to perform a computer-implemented method for monitoring a session

over the Internet between a user and the server, said method comprising:

observing events over the Internet that the user participates in during the session, said

events being related to a plurality of personality type variables pertaining to the user; and

recording a specific value of a personality type variable of the plurality of personality type

variables for each event of said events in a log that is associated with the specific value of the

personality type variable, resulting in a set of logs comprising a separate log for each specific

value of the personality type variable.

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19. (Previously presented) The system of claim 18, said method further comprising deducing a personality type indicator associated with the user, said personality type indicator comprising a best value of each personality type variable of the plurality of personality type variables, said deducing comprising determining from each log of the set of logs the best value of each personality type variable.

20. (Previously presented) The system of claim 19, wherein determining the best value of each personality type variable comprises executing a majority vote algorithm for each log whose associated personality type variable is a binary variable.

21. (Currently amended) The system of claim 19, said method further comprising:

generating a user record associated with the user, generating comprising inserting the determined personality type indicator into the user record; and

storing the user record ~~in the server or~~ outside of the server.

22. (Previously presented) The system of claim 21, said method further comprising:

retrieving the user record associated with the user; and

customizing a content or style of information adapted to be presented to the user; said customizing comprising utilizing the personality type indicator that is in the user record.

23. (Previously presented) A method for customizing information presented to a user by monitoring a session over the Internet between the user and a server, said method comprising:

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observing events over the Internet that the user participates in during the session, said

events being related to a plurality of personality type variables pertaining to the user; and

recording a specific value of a personality type variable of the plurality of personality type

variables for each event of said events in a log that is associated with the specific value of the

personality type variable, resulting in a set of logs comprising a separate log for each specific

value of the personality type variable.

24. (Previously presented) The method of claim 23, said method further comprising deducing a

personality type indicator associated with the user, said personality type indicator comprising a

best value of each personality type variable of the plurality of personality type variables, said

deducing comprising determining from each log of the set of logs the best value of each

personality type variable.

25. (Previously presented) The method of claim 22, wherein determining the best value of each

personality type variable comprises executing a majority vote algorithm for each log whose

associated personality type variable is a binary variable.

26. (Currently amended) The method of claim 22, said method further comprising:

generating a user record associated with the user, generating comprising inserting the

determined personality type indicator into the user record; and

storing the user record in the server or outside of the server.

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27. (Previously presented) The method of claim 26, said method further comprising:

retrieving the user record associated with the user; and

customizing a content or style of information adapted to be presented to the user; said

customizing comprising utilizing the personality type indicator that is in the user record. (New)

28. (Previously presented) The method of claim 27, said observing, recording, deducing,

generating, storing, and customizing being performed by programmable instructions executing on

the server.

29. (Previously presented) The method of claim 28, said observing, recording, deducing,

generating, storing, and customizing being performed during the session by the programmable

instructions executing on the server.

30. (New) The method of claim 1, wherein the personality type indicator is a Myer Briggs Type

Indicator.

31. (New) The method of claim 11, wherein the plurality of personality type variables consist of

Myer Briggs Type Indicator variables.

32. (New) The system of claim 18, wherein the plurality of personality type variables consist of

Myer Briggs Type Indicator variables.

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33. (New) The method of claim 23, wherein the plurality of personality type variables consist of Myer Briggs Type Indicator variables.

34. (New) The method of claim 11, said method further comprising after said recording:

determining whether the session is sill active;

if said determining determines that the session is still active then monitoring for the occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

35. (New) The method of claim 18, said system further comprising after said recording:

determining whether the session is sill active;

if said determining determines that the session is still active then monitoring for the occurrence of events that are implicitly relevant to deducing values of the personality type variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs and recomputing values for the personality type variables by testing the retrieved logs.

36. (New) The method of claim 23, said method further comprising after said recording:

determining whether the session is sill active;

if said determining determines that the session is still active then monitoring for the

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occurrence of events that are implicitly relevant to deducing values of the personality type

variables pertaining to the user; and

if said determining determines that the session is not still active then retrieving the logs

and recomputing values for the personality type variables by testing the retrieved logs.

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